

GOURMET ABU DHABI EXPANDS 15 DAY CULINARY FESTIVAL TO TAKE IN MORE HOTELS AND FEATURE LADIES ONLY CLASSES

ABU DHABI, 13 October 2009:

Gourmet Abu Dhabi – the culinary arts festival which successfully debuted in the UAE capital this year - is to be expanded in size and scope.

The 2010 event will run for 15 days from February 5-19, as opposed to the 10-day launch edition. Special themed dinners will also take in more venues than ever including the new five-star Fairmont Bab Al Bahr and the signature Yas Hotel which overlooks Abu Dhabi's Yas Marina Circuit home of the 2009 Formula 1™ Etihad Airways Abu Dhabi Grand Prix. And, following attendee feedback, a number of ladies' only masterclasses are being built into the programme.

The Gourmet Abu Dhabi enhancements are aimed at moving the emirate along in its campaign to be a global culinary destination which will leverage Abu Dhabi's renowned hospitality credentials.

"As we move towards the 2010 event we can include additional venues as Abu Dhabi's hospitality portfolio is expanding with the opening of new luxury hotel properties," said Ahmed Hussein, Deputy Director General, Abu Dhabi Tourism Authority (ADTA), which presents Gourmet Abu Dhabi.

"All these new hospitality players are eager to become part of an event which was the talk of Abu Dhabi long after the 2009 Michelin-star cast had left town."

"Food is very much a reflection of a destination's culture and in bringing together culinary experts from around the world to share and absorb knowledge, Abu Dhabi is demonstrating its capability as an empowering force for greater cross-cultural understanding."

Caption: Gourmet Abu Dhabi – to return in 2010 for a more expansive and responsive event

About ADTA:

Abu Dhabi Tourism Authority (ADTA) was established in September 2004. It has wide ranging responsibilities for building and developing the emirate's tourism industry. These include; destination marketing; infrastructure and product development and regulation and classification. A key role is to create synergy in the international promotion of Abu Dhabi through close co-ordination with the emirate's hotels, destination management companies, airlines and other public and private sector travel-related organisations.

For more information please contact:

Saeed H. Al Tunaiji
Media Relations Section Head
Telephone: +9712 4181 456
Email: stanaiji@adta.ae

Abu Dhabi Government Call Centre
Telephone: 800 555
International: +971 2 666 4442
Email: info@adta.ae

Global PR Contact:
Carolyn Ortega
Ankh Associates
Telephone: +65 9747 0484
Email: carolyn@ankhassoc.com